

## **The Art of Large-Scale Community Engagement**

### **Session Description:**

Downtown Grand Rapids has been the setting of some pretty spectacular (and fun) happenings over the past few years. From large scale pillow fights, Zombie walks, and a giant water slide to 100,000 paper airplanes launching off of rooftops to a nearly ten minute, one continuous shot lip dub video that Roger Ebert referred to as "the greatest music video ever made." Behind it all was Rob Bliss and his team. Rob will talk about how it all started, built up to larger projects and how his team, Status Creative, engaged in an entire community to pull off these amazing events.